

Code of Ethics

April 2022

This code of ethics underpins everything we do as a business and are the guidelines for how Soleil Marketing and any future employees, associates or collaborators work with clients, suppliers, communities, team and any other stakeholders.

Soleil Marketing commits to:

1. Working with clients and collaborators who share Soleil Marketing's values of being purpose-driven, or working towards being purpose-driven

We commit to having a client base where at least 70% of them fulfil our criteria of being purpose-driven, or are at least working towards becoming purpose-driven. We aim to continually increase this percentage every year.

2. Seeking out projects that help to solve social and environmental problems

We commit to actively seek out client projects that are working to solve social or environmental problems. These could be marketing and communications projects aiming to raise awareness about a particular social or environmental problem.

3. Respecting the privacy of people's data by adhering to GDPR principles

Our [privacy notice](#) explains what data is collected, why, what we do with it and how the data is handled.

4. Being honest and transparent in all communications

We believe that everyone working for or collaborating with Soleil Marketing should feel comfortable to speak his or her mind, especially with regards to ethical concerns. We encourage this transparent approach, and commit to being honest and transparent in all of our communications - those with clients, external partners and general external communications.

5. Following ethical marketing principles

We believe in being authentic in our marketing and transparent about what we do and how we work. We build relationships with customers based on trust and integrity, so we believe in honest marketing – no hard sell or hidden costs.

Soleil Marketing commits to using marketing to solving problems of people and planet, using the following guiding principles:

- **We put the person before the sale.**

We respect the privacy of our clients, customers and subscribers. We will help our clients make the best choice for them and their customers needs, not ours.

- **We communicate inclusively, truthfully, and clearly.**

We will not confuse our clients or hide information from them. We will help all audiences feel welcome.

- **We take responsibility for our part in changing the marketplace.**

We recognise the need to break the cycle of consumerism. We will continuously review our sales and marketing to ensure they benefit the common good.

6. Including customers and prospective customers in market research for product design

When designing new products and services, we will carry out market research involving customers and prospective customers, where appropriate. This is to make sure we are considering their needs, views, interests and concerns when designing more socially and environmentally impactful products.

7. Minimising the negative environmental impacts of the business

We commit to minimise the environmental impact of Soleil Marketing's business activities by:

- Monitoring and recording energy, water and waste usage and reducing these as much as possible
- Tracking and reporting our carbon emissions annually
- Implementing carbon offsetting where removal is not possible

8. Upholding company and client confidentiality

We will protect confidential company and client information, as well as non-public information entrusted to us by any future employees, clients and other business partners. Confidential and proprietary information includes such things as pricing and financial data, customer names/addresses or non-public information about other companies, including current or potential suppliers.

9. Remaining accountable for all decisions, avoiding conflicts of interest and upholding the law

We accept personal accountability for the ethical quality of our decisions that impact the business, our clients, suppliers, communities and all other stakeholders.

We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when carrying out work for Soleil Marketing. At times, we may face situations where the business actions we take on behalf of Soleil Marketing may conflict with our own personal or family interests. We owe a duty to the business to advance its legitimate interests.

Soleil Marketing's commitment to integrity begins with complying with laws, rules and regulations where we do business.

10. Meals, refreshments, entertainment and gifts

We may accept occasional meals, refreshments, entertainment, gifts and similar business courtesies that are shared with the person who has offered to pay or provided the gift, provided that they are not inappropriately lavish or excessive, or they do not appear to be an attempt to influence business decisions.